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ABSTRACT

This paper gives a brief overview and history of the Instructional Television Fixed Service (ITFS) begun at California State University, Chico (CSUC) in the spring of 1975, and describes the on-going operations of television activities at CSUC, the only five-year institution of higher education in Northeastern California. Currently known as "Instructional Television For Students" (ITFS), the one-way video, two-way audio microwave network is credited with creating a feeling of "community" throughout the region, and putting CSUC on the "cutting edge" of educational technology in California. Chico offerings in the fall of 1980 included 16 upper division university courses and two non-credit workshops with nine instructional sites in the region, ranging from 140 miles to 44 miles from the campus. Enrollment data are presented in two attached tables and seven references are listed. (LLS)

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DIVERSITY IN NORTHEASTERN CALIFORNIA: TELEVISION AS A PARTIAL SOLUTION TO THE SOLUTION

by

Leslie J. Wright

and

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DIVERSITY IN NORTHEASTERN CALIFORNIA: TELEVISION AS A PARTIAL SOLUTION TO THE SOLUTION

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October 30, 1980*

ABSTRACT

Building on a series of previous papers (1978a and 1978b), including a presentation made at the "Appropriate Technologies" session of the meeting of the Education Section of the World Future Society meetings in Clear Lake City in 1978 (1978c), this paper deals with on-going operations of television activities at California State University, Chico (CSUC). CSUC is the only five-year institution of higher education in Northeastern California, a 12 county region of over 32,888 square miles (21% of the entire State) with a 1980 estimated population of 529,650 (2.31% of the State's total population).

ITFS (Instructional Television Fixed Service) activities began at CSUC in the Spring of 1975. Currently known as "Instructional Television For Students," this one-way video, two-way audio network, has created a feeling of "community" throughout the region. The present paper gives a brief overview/history of the ITFS system and deals with current and future plans for dealing with diversity.

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*To be presented in absentia on November 8 at the Third Annual Conference of the World Future Society's Education Section, University of Massachusetts, Amherst, Massachusetts, November 6-8, 1980.

INTRODUCTION

California State University, Chico (CSUC) is part of the California system which includes 19 individual campuses. The system, established in 1960, is known as the California State University and Colleges. (The other two major segments of higher public education in California are the California Community Colleges and the University of California.) (See Attachment #1.)

Established in 1887 as a Normal School, Chico became a State Teachers College in 1921; in 1924 the State Legislature authorized Chico to become a four year college and in 1972 Chico State College became California State University, Chico. Chico is the second oldest campus in the California State University and Colleges system and in Fall 1980, Chico had an enrollment of 13,886 students (12,463 Full Time Equivalent students). The system has divided the State of California into various service areas and Chico's 12 county area encompasses 32,888 square miles (approximately 21 percent of the entire state) with a 1980 estimated population of 529,650 (2.31 percent of the state's entire population). (See Attachments #2 and #3.)

CSU, Chico is located in the community of Chico, approximately 100 miles up the valley north of the capital of Sacramento. As one goes further north from Chico and to the east of Chico into the mostly rural service area, one quickly comes up to the foothills of the Sierra Nevada and various mountain ridges. A pressing question of the University has been how to provide quality education to residents of the service area, given the terrain and the distances involved. ITFS offered the partial solution.

BRIEF HISTORY

In the Spring of 1975 an ITFS (Instructional Television Fixed Service)/ Microwave system became operational on the Chico campus. Authorized by the Federal Communications Commission in 1963, ITFS was partially defined by the FCC as intended to:

> provide a means for the transmission of instructional and cultural material in visual form with an associated aural channel to specified locations for the primary purpose of providing a formal education and cultural development to students enrolled in accredited public and private schools, colleges, and universities.
> (Quimby et al., 1974: 40)

In 1966 there were only six ITFS delivery systems in the United States but by 1976 there were 186 (Myers 1977: 66).

From the modest beginning in Spring 1975, Chico's one-channel ITFS/Microwave network has provided educational experiences for almost 1000 students throughout the region. These students, unable to attend courses on campus, were enrolled in almost 100 courses taught by regular University faculty over the closed-circuit television network. They either took courses at one of the sites, or in their homes if the ITFS signal was carried by a cooperating cable company. A key aspect of the Chico ITFS/Microwave network follows what Johansen et al. (of the Institute for the Future, Menlo Park, California) have defined as "teleconferencing."

> By "teleconferencing," we mean interactive group communication through an electronic medium. The key to our definition is interaction: communication is two-way, rather than "broadcast," allowing interpersonal exchanges. (ELECTRONIC EDUCATION: USING TELECONFERENCING IN POSTSECONDARY ORGANIZATIONS 1978: vii)

SOME COMPARISONS

The 1975-1980 Chico ITFS/Microwave history, to date, is perhaps slightly reminiscent of the early years of operation of the University of Southern California which, in 1971, received an $825,000 grant for the Olin Foundation to "develop, build, and launch an instructional television system to serve the needs of the part-time, continuing education, retraining needs of the Los Angeles industrial community" (R.L. Smith 1977: 57). In the Fall of 1972, after an additional $99,525 was received from the National Science Foundation, the USC I-ITV (Interactive Instructional Television) went on the air with a system that could broadcast four courses simultaneously. As R.L. Smith wrote in a 1977 article entitled "Scientists Updated Via University/Industry TV Link" the USC system is a big one:

> Forty to fifty courses a term, mostly oriented toward graduate education, are now offered. So far, more than 1500 students have taken them by TV, either at one of the 11 firms that have established in-house facilities to participate in the program, or at two regional classrooms located in industrial parks convenient to scores of firms. In addition, more than 100 special speeches, seminars, conferences, and films have been shown. (1977: 57-58)

The Chico ITFS/Microwave system has gradually developed over the years to nine current locations, the furthest being 140 miles away by automobile (Weed) and the closest 44 miles away (Red Bluff). (See Attachment #4 and #5.) From an initial beginning offering of late afternoon and evening ITFS/Microwave

classes, scheduling now begins at 8:00 a.m. and courses are schedule to 10:00 p.m., Monday through Friday. The Fall 1980 Chico offerings included 16 upper division University courses and two non-credit workshops. The potential for the system in all of California is tremendous, and the Chico campus has been designated as a "model" campus in ITFS/Microwave instruction throughout the system. (For other aspects of television courses and an excellent overview of a variety of television systems, including ITFS, QUBE, and other alternative delivery systems, see Kiki Skagen Munchi's TELECOURSES: REFLECTIONS' 80, published by The Publication for Public Broadcasting in 1980.)

CHANGES, DEVELOPMENT AND GROWTH

From Spring 1975 to Fall 1979 ITFS courses were in the "self-support" mode; that is, students paid extension fees for the courses delivered via ITFS throughout the region. All aspects of the registration process were handled in the traditional manner of the outreach office of the University, the Center for Regional and Continuing Education.

Effective with the Spring 1980 semester, a total University-wide effort was launched to offer regular, state-support courses via ITFS. This allowed the ITFS student to register for the ITFS courses as if they were actually in attendance on the Chico campus. Fees are the same, course requirements are the same, and the student is expected to interact and perform the same level of work as if s/he were actually on the Chico State campus.

The ITFS student is not attending the Chico campus, however, and a special support system has evolved for these students. Though the admissions requirements are the same for the ITFS students, special admissions packets were designed for the off-campus student. Monitors, trained to assist the ITFS student in the admissions and registration procedures, were in attendance at the nine sites during the first two weeks of class. The ITFS students are provided with book order forms at their sites and they are able to order their books by mail. A Regional Librarian works closely with the faculty teaching on the ITFS system and with the students in the region to ensure that the students have access to the necessary library materials.

Thus, the ITFS program has come a long way since the Spring of 1975. Prior to the Spring of 1980, most ITFS courses were a smorgasbord of offerings, with no coherent pattern. Effective with the Fall 1980 ITFS operation, two

on-campus programs have developed long-range plans to deliver the major components of a B.A. Program (Social Science) or most of an M.A. Program (Education) via ITFS.

Enrollments reflect the growth of the program. (See Table #1.) With the long-range planning, the state-support fee structure and adequate publicity, ITFS enrollments have literally doubled from Spring 1980 to Fall 1980. These students are scattered throughout the region. (See Table #2.) It is clear that without ITFS many of these students would be unable to take these classes.

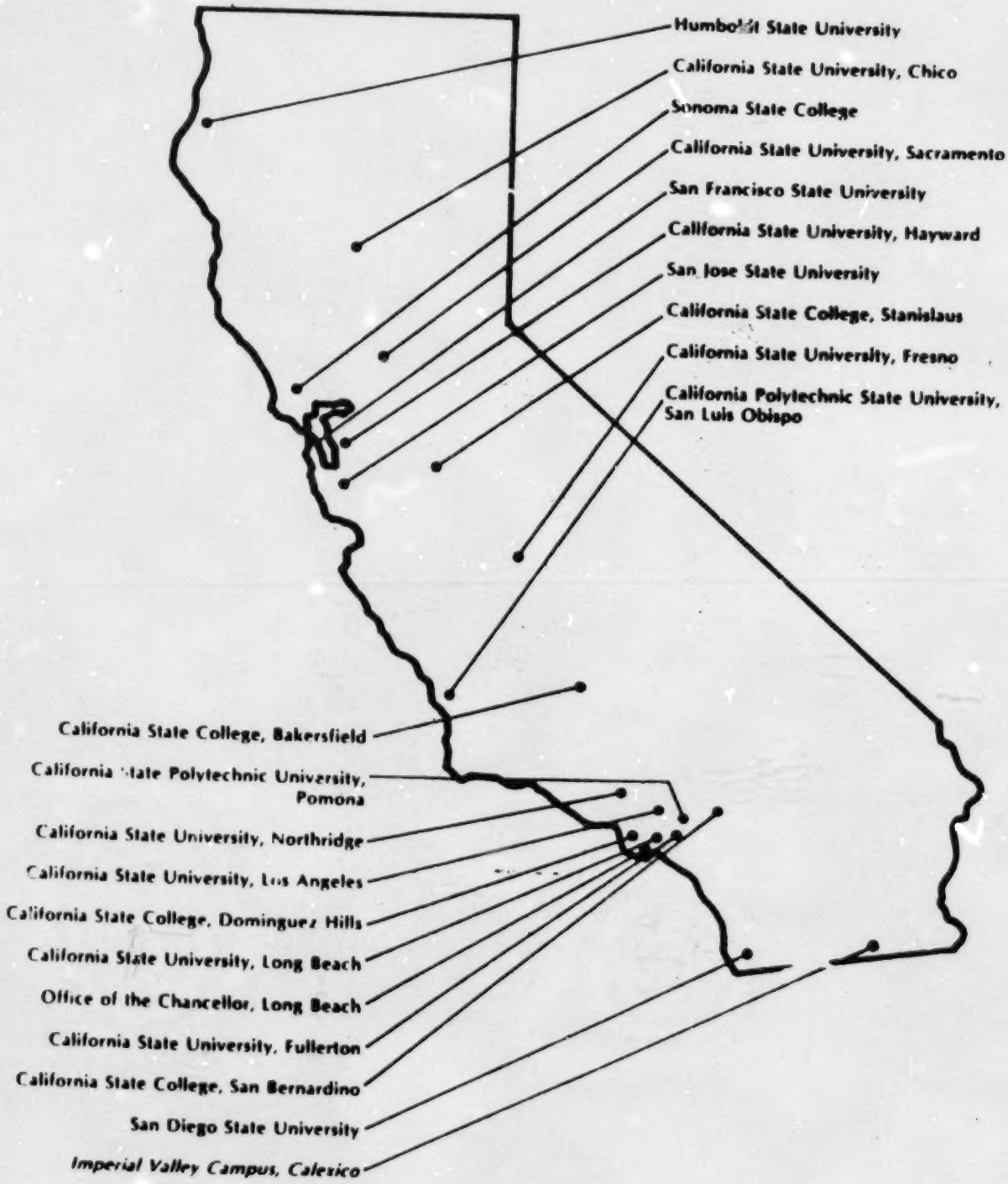
CONCLUSIONS AND THE FUTURE

ITFS plans continue to move along on the Chico campus. Surveys are in progress at this moment to get more information back from the students throughout the region so that we can continue to improve our process. (See Attachment #6.) Other units on campus are looking into long-range plans to develop entire degree programs via ITFS.

The Instructional Television For Students system on campus has the total support of the Central Administration and this is vital for the success of the effort. Support throughout the region from the various students and participating institutions has also been excellent: ITFS sites throughout the region include a military base, a city hall, three community colleges, two county schools offices, one high school and one elementary, plus home distribution through participating cable companies (Nor Cal Cable Vision, Inc. and Trinity Cable Company). (See Attachment #4.) Other support from the region came in the form of free public service announcements distributed by the regional milk company (McColl's Dairy Products) and prime time televised public service announcements by the television stations in Chico (KHSL) and Redding (KRCR).

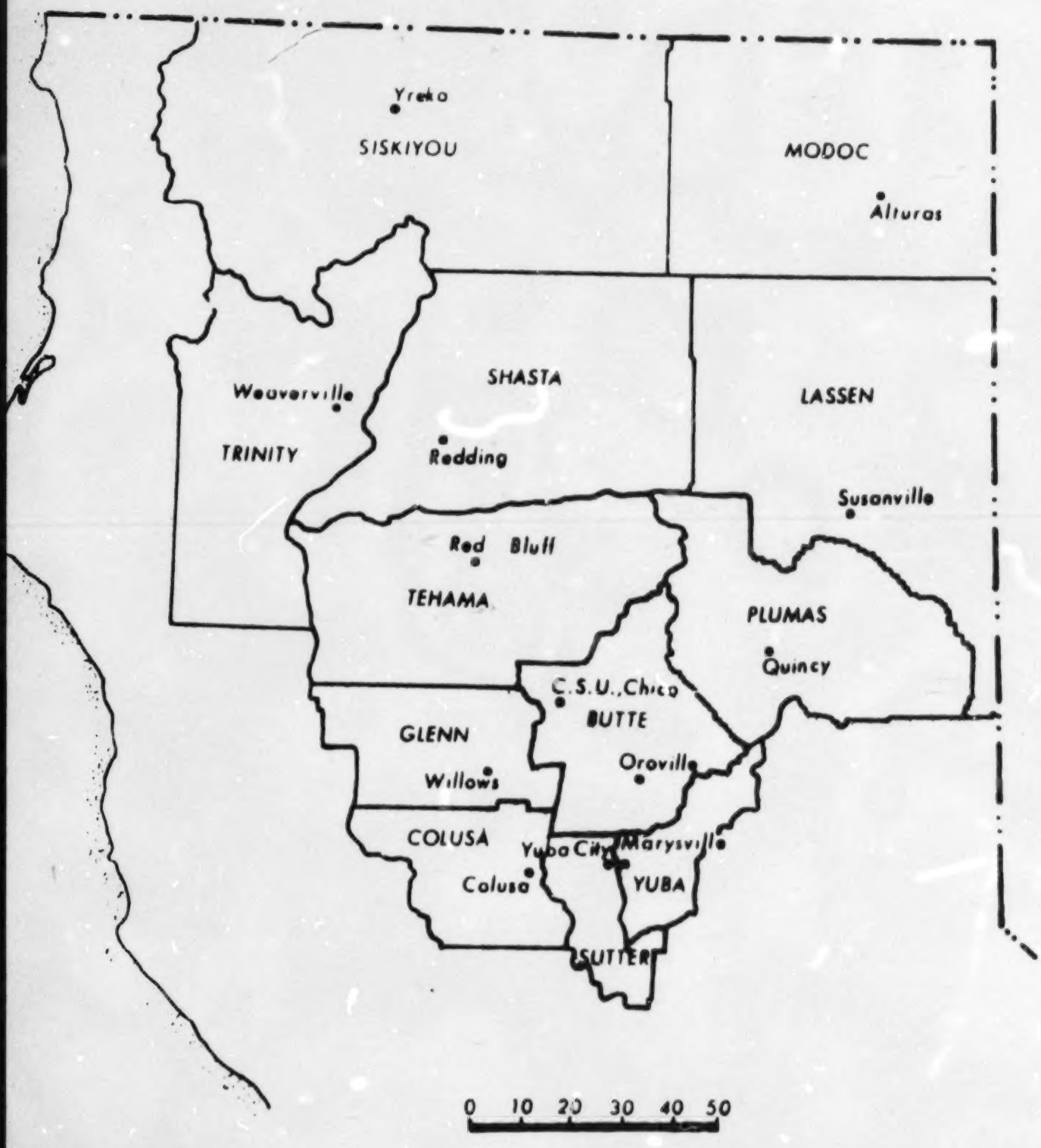
Without ITFS, and the tremendous support base, Chico would be a relatively small rural university going into the 20th Century. As it is, with ITFS, California State University, Chico is on the "cutting edge" of educational technology in California.

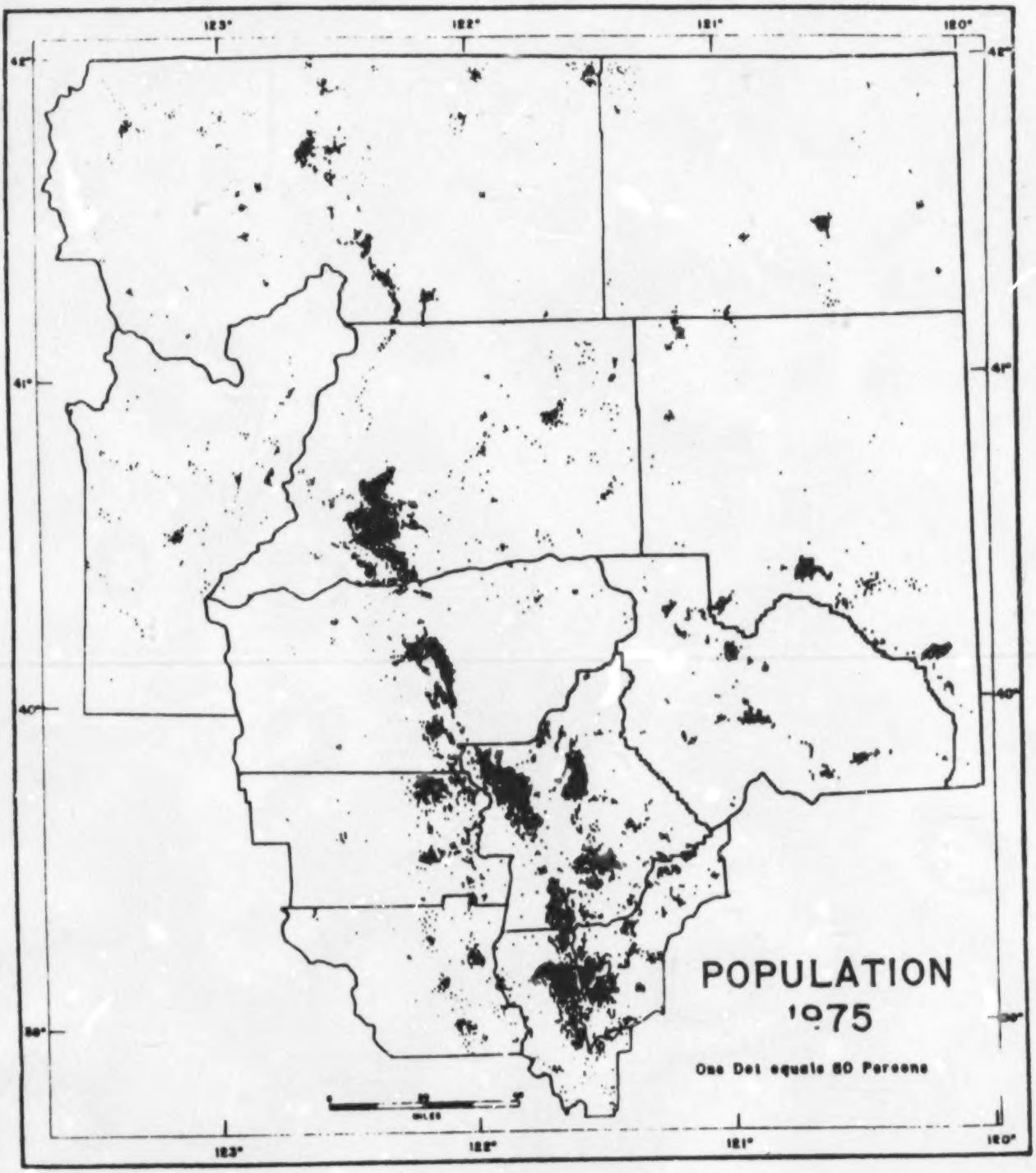
THE CALIFORNIA STATE UNIVERSITY AND COLLEGES

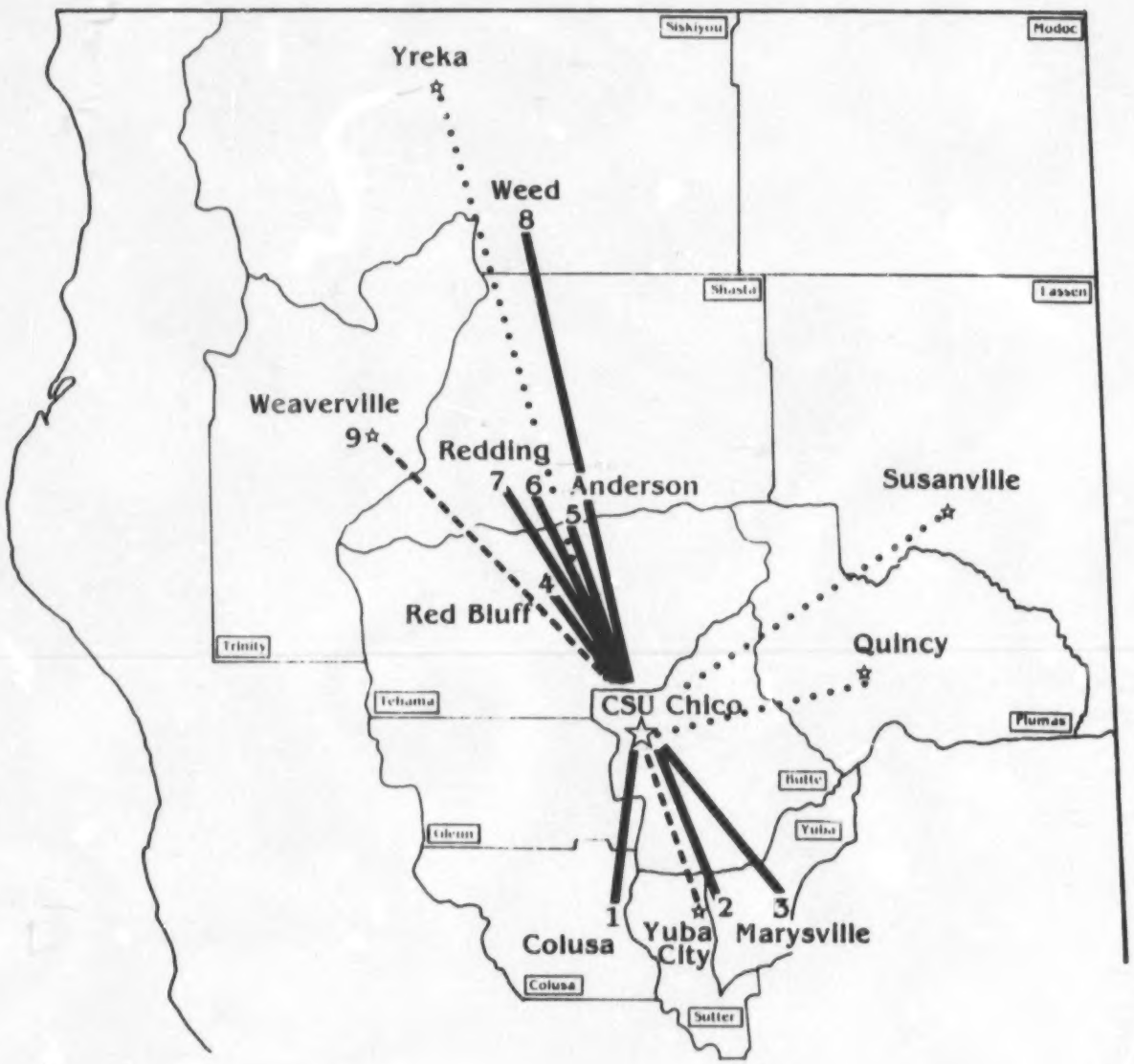

Humboldt State University
California State University, Chico
Sonoma State College
California State University, Sacramento
San Francisco State University
California State University, Hayward
San Jose State University
California State College, Stanislaus
California State University, Fresno
California Polytechnic State University, San Luis Obispo
California State College, Bakersfield
California State Polytechnic University, Pomona
California State University, Northridge
California State University, Los Angeles
California State College, Dominguez Hills
California State University, Long Beach
Office of the Chancellor, Long Beach
California State University, Fullerton
California State College, San Bernardino
San Diego State University
Imperial Valley Campus, Calexico

Attachment #2.

SERVICE REGION FOR CALIFORNIA STATE UNIVERSITY, CHICO




123°
122°
121°
120°
42°
41°
40°
39°
POPULATION
1975
One Dot equals 80 Persons
MILES



Reception at Regional Learning Center
------- Reception through Cable Company
. . . . . Future site under Construction

1. Colusa City Hall
2. Yuba College (Chico Building)
3. Beale Air Force Base Education Building
4. Antelope School (Red Bluff)
5. Anderson High School
6. Shasta College
7. Shasta County Schools Office
8. College of the Siskiyous Library
9. Trinity County Schools Office (Weaverville)

Attachment #5.

CSU, CHICO MICROWAVE SYSTEM

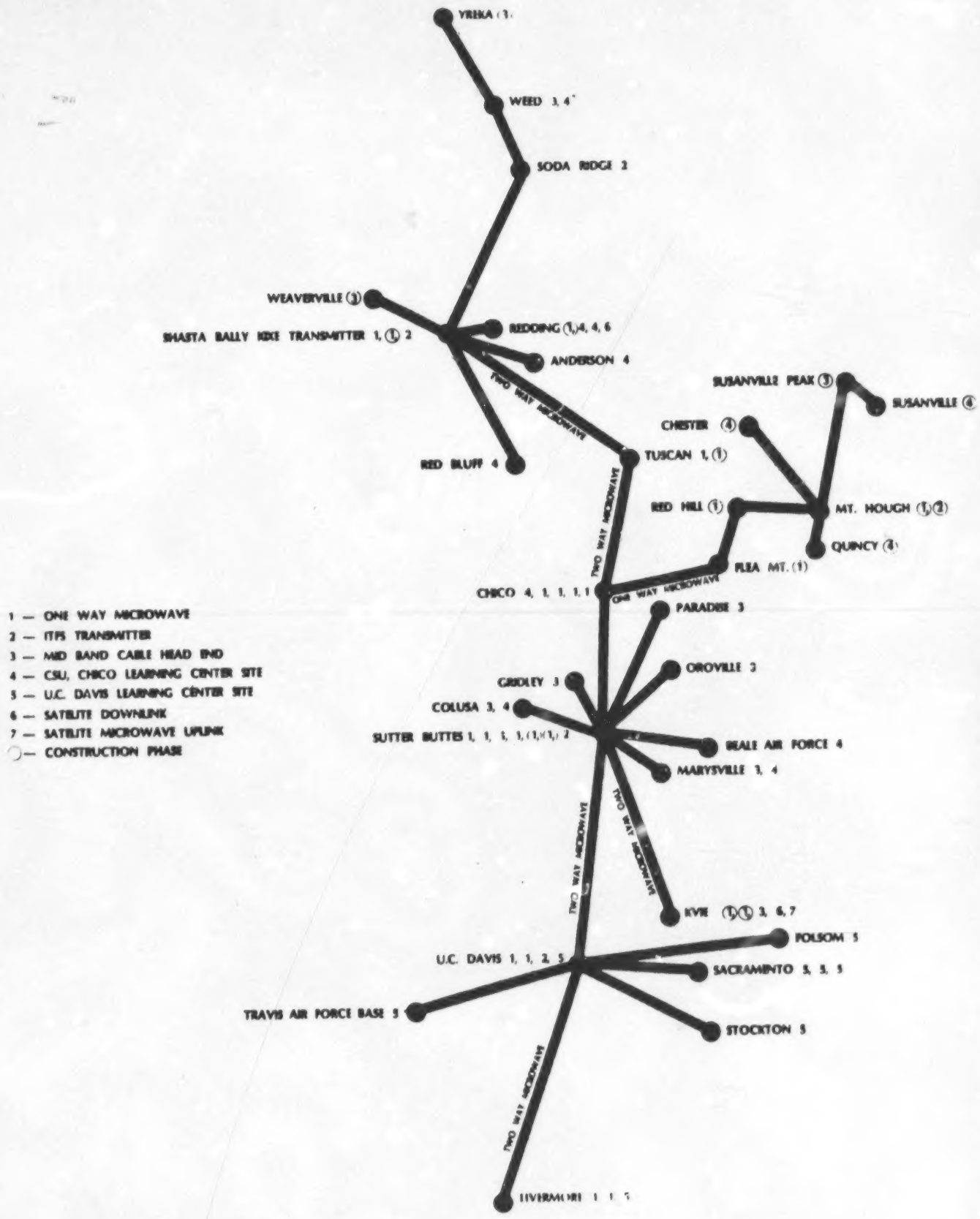


Table #1.

REVIEW OF 15 SESSIONS OF ITFS OPERATIONS TO DATE

SEMESTER	NUMBER OF COURSES OFFERED	NUMBER OF COURSES CANCELLED OF THOSE OFFERED	ENROLLMENTS
Spring 1975	9	1	22 in 8 courses
Fall 1975	7	4	8 in 3 courses
Spring 1976	3	1	3 in 2 courses
Fall 1976	3	1	8 in 2 courses
Spring 1977	7	2	73 in 5 courses
Summer 1977	2	0	53 in ? courses
Fall 1977	6	2	47 in 4 courses
Spring 1978	6	3	28 in 3 courses
Summer 1978	4	1	51 in 3 courses
Fall 1978	13	5	59 in 8 courses
Spring 1979	10	5	46 in 5 courses
Summer 1979	1	0	7 in 1 course
Fall 1979	8	1	120 in 7 courses
Spring 1980	21	6	112 in 15 courses
* Fall 1980	16	3	238 in 11 courses

* Fall 1980 enrollments were still being finalized at the time this paper was being written.

FALL 1980 ITFS ENROLLMENTS

Table #2.

	Days/ Times	BB	CCH-71	YC-72	BAFB-73	RB-74	AHS-75	SC-76	SCS-77	COS-78	TCS-79	Totals
CE E876	MWF 8-9a	16				1			8			25
H E 221	MWF 9-10a											CANCELLED
H E 222	MWF 10-11											CANCELLED
SOCI 111	MWF 11-12		5	3	1	1			1	8	2	21
R S 123	MWF 1-2p		2			1		1		4	1	9
PSY 202	TTH 8-9:15		1	2		1	1	4	1	5		15
CSCI 381A	TTH 9:30-11:30											
EDUC 300	M 4-7p		6	8		2	5	5	6	7	1	40
R S 130	M 7-10p			1	1	1		2			1	6
EDUC 249	T 4-7p			6		1	3	5	10	7	1	33
EDUC 348A	T 4-7p											BEGINS OCT. 21
BADM 190	T 7-10p			1				10			1	12
EDUC 218	W 4-7p		5	7		2			1	3		18
SOSC 295	W 7-10p		4	1		1	3	5		10		24
EDUC 260	TH 4-7p			9	1		4	3	7	5	6	35
EDUC 385	TH 7-10p											CANCELLED
TOTALS: Fall 1980		16	23	38	3	11	16	35	34	49	13	238
TOTALS: Spring 1980		2	2	14	0	11	8	33	12	30	NO SITE	112

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